

Executive Summary

This visitor study report profiles a systematic random sample of Grant-Kohrs Ranch National Historic Site (NHS) visitors during July 9 - August 8, 2013. A total of 350 questionnaires were distributed to visitor groups. Of those, 283 questionnaires were returned, resulting in an 80.9% response rate.

Group size and type	Forty-seven percent of visitor groups consisted of two people and 31% were in groups of three or four. Seventy-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 44 states and Washington, DC and comprised 91% of total visitation during the survey period, with 26% from Montana. Nine percent of visitor groups were residents of the area (within 50 miles of the park). International visitors were from 12 countries and comprised 9% of total visitation during the survey period with 21% from Germany, 18% from Canada, and 18% from France.
Frequency of visits	For 80% of visitors, this was their first visit, while 13% had visited two or three times.
Age and income level	Forty-one percent of visitors were ages 56-75 years, 20% were 15 years or younger, and 18% were 41-55 years old. Twenty percent of respondents reported an income level of \$50,000-\$74,999.
Information sources	Most visitor groups (89%) obtained information about the park prior to their visit most often through the Grant-Kohrs Ranch NHS website (42%), friends/relatives/word of mouth (30%), and maps/brochures (29%). Most visitor groups (93%) received the information they needed. Sixty-five percent of visitor groups prefer to use the Grant-Kohrs Ranch NHS website to obtain information for a future visit.
Park as destination	During the on-site interview, 67% of visitor groups said the park was one of several destinations and for 27%, the park was their primary destination.
Primary reason for visiting the area	For 26% of visitor groups, visiting the park was the primary reason nonresident group members visited the area.
Transportation	Fifty-one percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 50 miles of the park), and 23% used a SUV/truck/van. Ninety-two percent of visitor groups used one vehicle to arrive at the park.
Overnight stays	Fifty-one percent of visitor groups stayed overnight in the area within 50 miles of the park, of which 77% stayed one or two nights. Forty-eight percent of visitor groups stayed in a lodge, motel, rented condo/home, cabin, or B&B, while 35% were RV camping in a developed campground.
Length of visit	Seventy-seven percent of visitor groups spent two to three hours in the park. The average length of stay was 2.4 hours.
Sites visited	The most common sites visited in the park were Visitor Center (92%), Bunkhouse row (86%), and Ranch house (82%).

Executive Summary (continued)

Activities on this visit	The most common activities were learning about the history of the site (88%), viewing exhibits (87%), and attending ranger-led talks/programs (77%).
Primary purpose of park	The primary purpose of Grant-Kohrs Ranch NHS that most visitor groups selected was to provide understanding of the open range era of the nation's history (68%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were visitor center overall (87%), assistance from park staff (77%), and restrooms (73%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included historic buildings and resources (96%), clean water (93%), educational opportunities (91%), and ranger-led programs (89%).
Expenditures	The average visitor group expenditure (inside and outside the park within 50 miles of the park) was \$208. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$75. The average total expenditure per person (per capita) was \$67. Fourteen percent of respondents had forgone income to make this trip.
Overall quality	Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Grant-Kohrs Ranch NHS as “very good” or “good.” Less than 1% of groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.